



Community Meeting #2

Vienna Parks and Recreation Master Plan
September 2024

Meeting Structure

- Short Presentation
- Open House
 - Survey Results
 - Vision
 - Funding Options



Short Presentation



“ a shared vision for a safe,
accessible, equitable, healthy,
sustainable, and community-
centered experience”

Parks and Recreation Master Plan



What is Vienna's Parks and Recreation Master Plan:

A Plan that...

- emphasizes and enhances what makes Vienna unique
- provides equitable, fair and inclusive opportunities for all ages and abilities
- has a vision informed by community input
- supports growth in the town
- advises future decision-making
- is fiscally responsible
- is implementable, with a transparent and flexible roadmap



Planning Process and Schedule

1

Data Collection

- Guiding Documents
- Demographics Analysis
- Park and Facility Evaluations
- Program Evaluation

2

Community Needs

- Public Engagement
 - Council / Staff Workshops
 - Community Meeting
 - Meeting in a Box
 - Pop-Ups
 - Surveys
 - Website
- Level of Service Analysis

3

Long-Range Vision

- Vision Workshop
- *Big Moves*
- Guiding Principles
- Cost Estimates

↕
Tonight's Meeting

4

Strategic Plan

- Implementation Plan
 - Phasing
 - Funding Opportunities
 - Partnerships
 - Priority Projects
- Draft and Final Plan

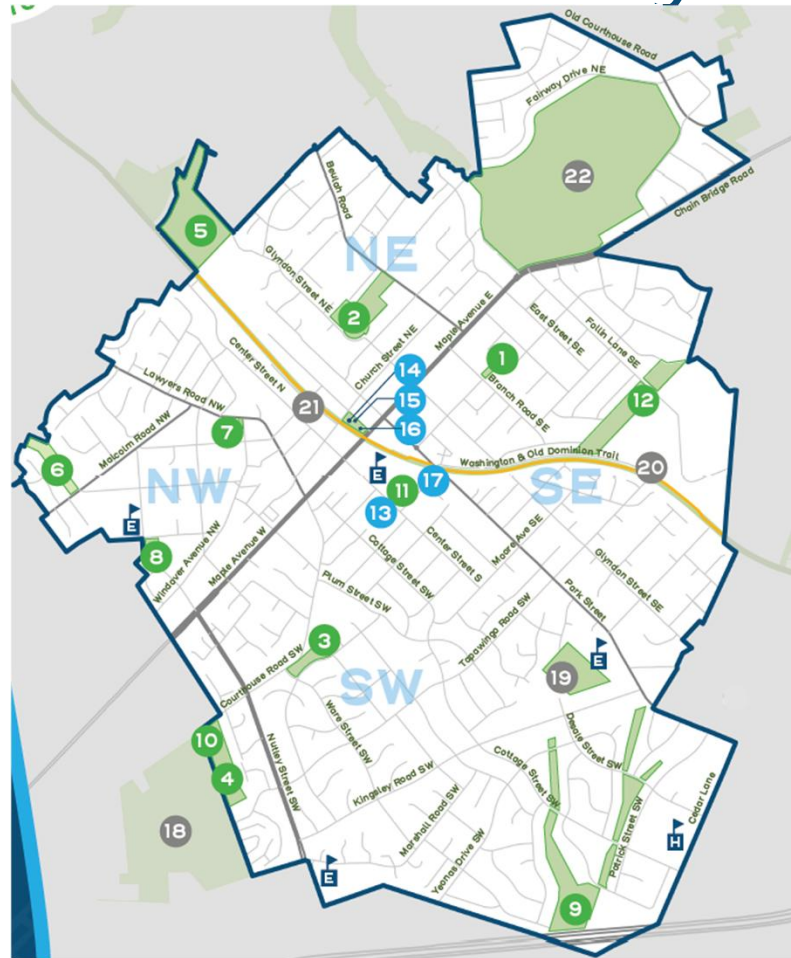
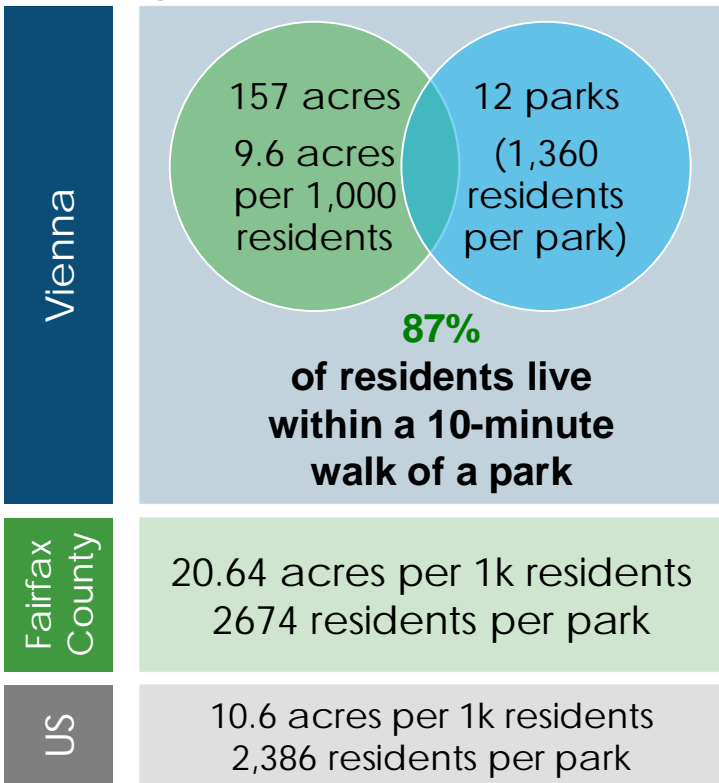


Anticipated Approval Spring 2025



Parks and Recreation System

Existing Facilities and Parks



- **EXISTING PARKS**
- 1 Branch Road Tot Lot
- 2 Glyndon Park
- 3 Meadow Lane Park
- 4 Moorefield Park
- 5 Northside Park
- 6 Peterson Lane Park
- 7 Satsbury Spring Park
- 8 Sarah Walker Mercer Park
- 9 Southside Park
- 10 Vienna Dog Park
- 11 Waters and Caffi Fields (managed, but not owned)
- 12 Wildwood Park

- **CULTURAL AND COMMUNITY SITES**
- 13 Bowman House
- 14 Freeman Store
- 15 Little Library
- 16 Town Green
- 17 Vienna Community Center

- **PUBLIC SCHOOLS**
- E Elementary School
- H High School



Town of Vienna Parks and Recreation Master Plan **OUR PLAN TO PLAY**

Parks and Recreation System

Programs and Events

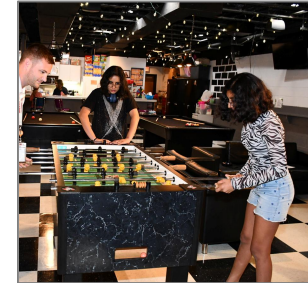
- 650+ annual recreation programs, classes, and events
- +150k special event attendees
- Events: Viva Vienna, Liberty Amendments Month, Independence Day, Oktoberfest, Halloween Parade, Chilin' on Church, Holiday Stroll, Kids on the Green, Summer on the Green, Vienna Youth Players, Halloween on the Green, Walk on the Hill, Vienna Youth Players and Vienna Theatre Company Productions
- +11,000 Volunteer hours



Preschool and Youth Classes



Summer Camp



Club Phoenix



Adult Art and Pottery



Adult Fitness



Adult Drop-In and On-going Programs



Mature Adult Classes and Lectures



Mature Adult Trips



Parks and Recreation System

Existing Facilities and Parks Managed by the Parks and Recreation Department



157+
Acres of Parks and
Green Space



12
Parks



5
Playgrounds



4
Full-sized
Basketball Courts



2
Pickleball/Tennis
Courts



2
Multipurpose Fields



6
Softball
Diamonds



3
Baseball
Diamonds



1
Educational
Garden



1
Community Center
w/ Teen Center



1
Town Green*



1
Dog Park*

0

Aquatics/
Fitness
Facilities

Inclusive or
Sensory Parks
/ Playgrounds

Mature Adult
Centers

Rectangular
Only Fields

Pickleball or
Tennis Only
Courts

*Included in count
of parks



Our Plan for Tonight

Interactive Exercises & Community Conversations,
Survey Key Findings



What we need from you....

Tonight



Upcoming



ACTIVITIES



Station 1: Our Preferred Places (Pt. 1)

Town of Vienna
OUR PLAN TO PLAY



Our Preferred Places

Directions:
 1) Place a pin at the location of your home address.
 2) Place pins in the parks and locations you visit most often if pins have not been placed there already.
 3) Connect these pins to the pin at your home address with string.

EXISTING PARKS	CULTURAL AND COMMUNITY SITES	NON-TOWN MANAGED FACILITIES
1 Branch Road Tot Lot	13 Bowman House	16 Nottoway Park
2 Olynden Park	14 Freeman Store	19 Cunningham Park
3 Meadow Lane Park	15 Little Library	20 Washington & Old Dominion Trail
4 Moorefield Park	16 Town Green	21 Vienna Train Station (passing)
5 Northside Park	17 Vienna Community Center	22 Westwood Country Club (private)
6 Peterson Lane Park		
7 Salisbury Spring Park	PUBLIC SCHOOLS	
8 Sarah Walker Mercer Park	E Elementary School	
9 Southside Park	H High School	
10 Vienna Dog Park		
11 Waters and Offit Fields (managed, but not owned)		
12 Wildwood Park		

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INSTRUCTIONS

1. Place a pin  at or near your home
2. Place a pin  at the parks and rec locations you most often visit
3. Staff will assist you in connecting your places with string



Station 1: Our Preferred Places (Pt. 2)



INSTRUCTIONS

1. Place green dot ● at your **FAVORITE** parks and recreation location
2. Place red dot ● at the location or park that is **IN MOST NEED OF IMPROVEMENT**
3. Use a sticky note to tell us what improvements are needed (and where)




Station 2: Our Vision for the Future


In 2035, our vision for parks and recreation in the Town of Vienna is....

Directions:

- 1) Read the question and answers on the board.
- 2) Provide an answer in a phrase or a few words that describe your vision or big ideas for parks and recreation.
- 3) If your answer is already posted on the board, place a green dot on or near the answer to show your support.



INSTRUCTIONS

1. Read the prompt and answers already on the board
2. Put a green dot  on an answer you agree with or add your own answers with a sticky note



Station 3: Funding Our Future

Funding Our Future
How would you like the Town of Vienna to fund parks and recreation?









Each of the following categories represents a possible funding source that could be used by the Town to fund future planning, design, construction, and maintenance of parks and recreation facilities, amenities, events, and programs.

Directions:
1) Use up to three dots to select which funding opportunity you would like the town to consider as options to fund for parks and recreation.

<p>Parks Foundation (non-profit) – A parks foundation is a non-profit organization that helps raise money to support and improve parks in the community, providing funds for things like new playground equipment or park maintenance.</p>	<p>Development-based fees – Development-based fees are charges imposed on developers when they build new projects, like housing developments or shopping centers. These fees help offset the costs associated with the increased demand for public services, such as parks, schools, or roads.</p>
<p>User fees/charges (new or increased) – User fees or charges are payments that people make when they use certain facilities or participate in specific activities, like renting a park pavilion for a party or joining a sports league. These fees help cover the cost of maintaining and operating these amenities.</p>	<p>Special Tax District – A special tax district is a designated area where residents pay an additional tax to fund specific services or improvements. This could include things like creating a new park or maintaining existing ones within the district, ensuring that the community has access to recreational spaces.</p>
<p>Taxes (Property, Meals, Other) – Property tax is a fee that homeowners and property owners pay to the local government based on the value of their property. Meals tax is a fee levied on prepared food and beverages sold in a restaurant. These taxes can help fund various public services, including parks and recreation.</p>	<p>Reallocation of Town Funds – Reallocation is when the Town's budget is shifted or redirected towards parks and recreation initiatives, allowing for the improvement and expansion of recreational facilities and programs to better serve the community's needs.</p>
<p>Revenue Bonds – Revenue bonds are a type of investment that government entities use to raise money for specific projects, like building new infrastructure or renovating existing facilities. The funds are repaid through the revenue generated by the project, such as tolls from a new bridge or fees from a convention center.</p>	<p>Public-Private Partnerships – Public-private partnerships are when businesses or individuals provide financial support to an event, organization, or project in exchange for recognition and promotional opportunities, helping to fund activities like concerts, sports teams, or community festivals.</p>

Funding Our Future
How would you like the Town of Vienna to fund parks and recreation?

Directions:
1) Use up to three dots to select which funding opportunity you would like the town to consider as options to fund for parks and recreation.

 Parks Foundation (non-profit)	 Development-based fees
 User fees/charges (new or increased)	 Special Tax
 Taxes (Property, Meals, Other)	 Reallocation of Town Funds
 Revenue Bonds	 Public-Private Partnerships

INSTRUCTIONS

1. Read about different funding strategies
2. Place up to three dots ●●● on the strategies you prefer



SURVEY



Survey

- Statistically Valid Survey
318 responses
 - Mailed and randomly distributed in English and Spanish
 - Surveying period of 2.5 Months
 - Could be completed online or on a physical survey
 - 95% chance confidence that the results represent the Town ($\pm 5.44\%$)
- Community Survey
564 responses
 - Available online
 - Surveying period of 3 months

Same Questions



Survey – How to Read the Charts

 Statistical Survey

 Community Survey

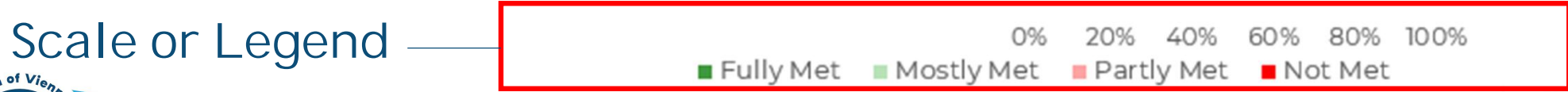
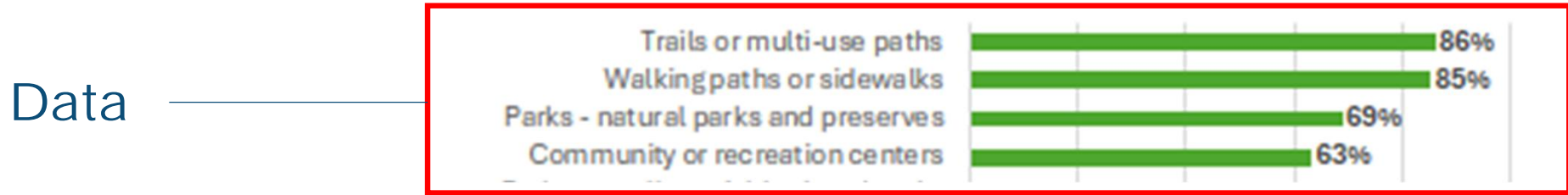


Survey – How to Read the Charts

Topic — **FACILITIES OR AMENITIES**

Question — **Our identified needs**

Survey — **(Statistical Survey)**



(for 226 responded, 92 skipped)



Survey – How to Read the Charts (Satisfaction)



Survey – How to Read the Charts (Needs Met)



SURVEY FOCUS

SATISFACTION NEEDS IMPORTANCE



Satisfaction

Higher

Outdoor Concert Venue

Community Center

Outdoor Gathering Spaces

Historic Sites (Bowman House,
Freeman Store, Little Library)

Learning Gardens

Indoor Sport Courts Basketball

Lower

Outdoor Pickleball

Dog Park

Indoor Pickleball

Outdoor Volleyball

Indoor Volleyball

Playgrounds

+learning gardens



Need

Higher

Trails and Multi-Use Paths

Walking Paths and Sidewalks

Natural Parks and Preserves

Community or Recreation Center

Smaller Neighborhood Parks

Swimming Pools for Recreation

Lower

Outdoor Volleyball

Indoor Volleyball

Skate Parks

Teen Center

Outdoor Diamond Sports Fields

Indoor Pickleball



Needs Met

Higher

Outdoor Diamond Sports Fields

Cultural or Historic Sites

Community or Recreation Centers

Outdoor Concert Venues

Indoor Basketball

Outdoor Basketball

Lower

Splash Pads or Spray Parks

Swimming, indoor or outdoor, rec

Swimming, indoor or outdoor, comp

Fitness Center

Adventure Areas

Disc or Mini Golf



Importance

Higher

Walking paths or sidewalks

Trails or multi-use paths

Swimming pools, indoor or outdoor, rec

Community or Recreation Centers

Natural Parks or Preserves

Playgrounds

+pickleball, fitness center

Lower

Teen Center

Volleyball

Therapeutic recreation, wellness

Skate Park

Learning or Community Gardens

Outdoor Diamond Sports





Parks and Recreation Master Plan Thank you!